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CENTRAL FAX CENTER

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1. - 3. (Canceled)

4. (Previously presented) An apparatus, comprising:

one or more video server components that play one or more videos at one or more mobile phones while one or more phone calls associated with the one or more mobile phones are on hold;

wherein the one or more video server components that play the one or more videos at the one or more mobile phones comprise a video server component that plays a video for a mobile phone; and

wherein the video server component sends a query message to the mobile phone for permission to send the video to the mobile phone; and

wherein the video comprises a first video, and wherein the internet protocol address comprises a first internet protocol address; and

wherein the query message comprises a choice between the first video and a second video, and wherein the first video is stored at the first internet protocol address and the second video is stored at a second internet protocol address; and

wherein a user of the mobile phone employs the mobile phone to reply to the choice with a selection of the first video or the second video, and wherein the mobile phone sends the selection to the video server component; and

wherein the video server component employs the selection to connect the mobile phone to the first internet protocol address for the first video or the second internet protocol address for the second video.

1 5. (Previously presented) The apparatus of claim 4, further comprising an
2 interactive server component;

3 wherein the one or more video server components that play the one or more
4 videos at the one or more mobile phones while the one or more phone calls associated
5 with the one or more mobile phones are on hold comprise a video server component
6 that plays a video for a mobile phone while a phone call associated with the mobile
7 phone is on hold; and

8 wherein the interactive server component connects with the phone call
9 associated with the mobile phone through a voice network component; and

10 wherein the interactive server component places the phone call associated with
11 the mobile phone on hold.

1 6. (Previously presented) An apparatus, comprising:

2 one or more video server components that play one or more videos at one or
3 more mobile phones while one or more phone calls associated with the one or more
4 mobile phones are on hold;

5 the apparatus further comprising an interactive server component;

6 wherein the one or more video server components that play the one or more
7 videos at the one or more mobile phones while the one or more phone calls associated
8 with the one or more mobile phones are on hold comprise a video server component
9 that plays a video for a mobile phone while a phone call associated with the mobile
10 phone is on hold; and

11 wherein the interactive server component connects with the phone call
12 associated with the mobile phone through a voice network component; and
13 wherein the interactive server component places the phone call associated with
14 the mobile phone on hold; and
15 wherein the interactive server component requests user information from a user
16 of the mobile phone; and
17 wherein upon a receipt of the user information from the mobile phone, the
18 interactive server component searches a database with the user information to make a
19 determination of one or more user preferences of the user of the mobile phone; and
20 wherein the interactive server component passes the one or more user
21 preferences to the video server component.

1 7. (Original) The apparatus of claim 6, wherein the video server component
2 employs one or more of the one or more user preferences to determine which video of a
3 plurality of videos to play at the mobile phone.

1 8. (Previously presented) The apparatus of claim 5, wherein the phone call
2 associated with the mobile phone comprises user information, and wherein the
3 interactive server component searches a database with the user information to make a
4 determination of one or more user preferences of a user of the mobile phone; and
5 wherein the interactive server component passes the one or more user
6 preferences to the video server component.

1 9. (Original) The apparatus of claim 8, wherein the video server component
2 employs one or more of the one or more user preferences to determine which video of a
3 plurality of videos to play at the mobile phone.

1 10. (Original) The apparatus of claim 5, wherein the video server component
2 or the interactive server component sends a query message to the mobile phone for
3 permission to play the video at the mobile phone.

1 11. (Previously presented) The apparatus of claim 10, wherein the query
2 message comprises an internet protocol address for connection to the video; and
3 wherein the mobile phone replies to the video server component or the
4 interactive server component with permission to play the video, wherein the video
5 server component connects the mobile phone to the video at the internet protocol
6 address through a data network.

1 12. (Previously presented) The apparatus of claim 10, wherein a voice over
2 internet protocol network comprises the voice network component and a data network,
3 and wherein the query message comprises an internet protocol address for connection
4 to the video; and

5 wherein the mobile phone replies to the video server component or the
6 interactive server component with permission to play the video, and wherein the video
7 server component connects the mobile phone to the video at the internet protocol
8 address through the voice over internet protocol network.

1 13. (Previously presented) The apparatus of claim 5, wherein the interactive
2 server component notifies the video server component to stop playing the video at the
3 mobile phone, and wherein the interactive voice server component takes the phone call
4 associated with the mobile phone off hold.

1 14. – 15. (Canceled)

1 16. (Previously presented) A method, comprising the step of:
2 instructing one or more video server components to play one or more videos at
3 the one or more mobile phones while one or more phone calls associated with the one
4 or more mobile phones are on hold;

5 wherein the one or more video server components that play the one or more
6 videos at the one or more mobile phones comprise a video server component that plays
7 a video at a mobile phone while a phone call associated with the mobile phone is on
8 hold; and

9 wherein the step of instructing the one or more video server components to play
10 the one or more videos at the one or more mobile phones while the one or more phone
11 calls associated with the one or more mobile phones are on hold comprises the step of:

12 sending a query message to the mobile phone for permission to play the video at
13 the mobile phone;

14 wherein the one or more videos comprise a first video and a second video, and
15 wherein the query message comprises a choice between the first video and the second
16 video, and wherein the first video is stored at a first internet protocol address and the
17 second video is stored at a second internet protocol address, and

18 wherein the step of sending the query message to the mobile phone for
19 permission to play the video at the mobile phone comprises the steps of:

20 receiving a reply from a user of the mobile phone with a selection of the first
21 video or the second video; and

22 employing the selection of the first video or the second video to connect the
23 mobile phone to the first internet protocol address for the first video or the second
24 internet protocol address for the for the second video.

1 17. (Previously presented) A method, comprising the step of:

2 instructing one or more video server components to play one or more videos at
3 the one or more mobile phones while one or more phone calls associated with the one
4 or more mobile phones are on hold;

5 wherein the one or more video server components that play the one or more
6 videos at the one or more mobile phones comprise a video server component that plays
7 a video at a mobile phone while a phone call associated with the mobile phone is on
8 hold; and

9 wherein the step of instructing the one or more video server components to play
10 the one or more videos at the one or more mobile phones while the one or more phone
11 calls associated with the one or more mobile phones are on hold comprises the steps
12 of:

13 obtaining user information of a user of the mobile phone from the phone call
14 associated with the mobile phone; and

15 searching a database with the user information of the user of the mobile phone to
16 determine one or more user preferences of the user of the mobile phone.

1 18. (Original) The method of claim 17, wherein the step of searching the
2 database with the user information of the user of the mobile phone to determine the one
3 or more user preferences of the user of the mobile phone comprises the step of:

4 employing one or more of the one or more user preferences to determine which
5 video of a plurality of videos to play at the mobile phone.

1 19. (Previously presented) The method of claim 17, further comprising the
2 steps of:

3 ending a transmission of one or more of the one or more videos at one or more
4 of the one or more mobile phones; and

5 taking one or more of the one or more phone calls associated with the one or
6 more of the one or more mobile phones off hold.

1 20. (Currently amended) A computer-readable medium having computer
2 executable instructions for performing steps, comprising:

3 means in the computer-readable medium ~~one or more media~~ for instructing one
4 or more video server components to play one or more videos at the one or more mobile
5 phones while one or more phone calls associated with the one or more mobile phones
6 are on hold;

7 wherein the one or more video server components that play the one or more
8 videos at the one or more mobile phones comprise a video server component that plays
9 a video at a mobile phone while a phone call associated with the mobile phone is on
10 hold; and

11 wherein the step of instructing the one or more video server components to play
12 the one or more videos at the one or more mobile phones while the one or more phone
13 calls associated with the one or more mobile phones are on hold comprises the steps
14 of:

15 obtaining user information of a user of the mobile phone from the phone call
16 associated with the mobile phone; and

17 searching a database with the user information of the user of the mobile phone to
18 determine one or more user preferences of the user of the mobile phone.

1 21. (Previously presented) The apparatus of claim 4, wherein the query
2 message comprises an internet protocol address for connection to the video, and
3 wherein the mobile phone replies to the video server component with permission to play
4 the video, and wherein the video server component connects the mobile phone with the
5 internet protocol address to play the video at the mobile phone.

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1 22. (Previously presented) A system, comprising:
2 an interactive server component that comprises means to employ user
3 information associated with a mobile phone to search a database to determine one or
4 more video preferences of a user of the mobile phone, wherein the interactive server
5 component comprises means to receive a phone call associated with the mobile phone
6 from one or more network components and means to place the phone call on hold when
7 an intended recipient is busy; and

8 a video server component that comprises means to employ at least one of the
9 one or more video preferences and means to play a video from a plurality of videos at
10 the mobile phone based on the one or more video preferences, wherein the user selects
11 the video via the mobile phone, and wherein the video server component employs the
12 means to play the video at the mobile phone while the phone call associated with the
13 mobile phone is on hold.

1 23. (Previously presented) The system of claim 22, wherein the video server
2 component comprises means to send a query message to the mobile phone for
3 permission to send the video to the mobile phone, and wherein the query message
4 comprises an internet protocol address for connection to the video; and

5 wherein the mobile phone comprises means enabling the user to reply to the
6 video server component with permission to play the video, and wherein the video server
7 component comprises means to connect the mobile phone with the internet protocol
8 address to play the video at the mobile phone.

1 24. (Previously presented) The system of claim 22, wherein the video
2 comprises a first video stored at a first internet protocol address; and

3 wherein the video server component comprises means to send a query message
4 to the mobile phone for permission to send the first video or a second video to the
5 mobile phone, and wherein the query message comprises a choice between the first
6 video stored at the first internet protocol address and the second video stored at a
7 second internet protocol address; and

8 wherein the mobile phone employs means enabling the user to reply to the
9 choice with a selection of the first video or the second video and to send the selection to
10 the video server component; and

11 wherein the video server component comprises means to employ the selection to
12 connect the mobile phone) to the first internet protocol address for the first video or the
13 second internet protocol address for the second video.

1 25. (Previously presented) The system of claim 22, wherein the interactive
2 server component comprises means to connect with the phone call associated with the
3 mobile phone through a voice network component; and

4 wherein the interactive server component comprises means to request user
5 information from a user of the mobile phone; and

6 wherein the interactive server component comprises means to place the phone
7 call associated with the mobile phone on hold; and

8 wherein upon a receipt of the user information from the mobile phone, the
9 interactive server component comprises means to search the database with the user
10 information to determine the one or more video preferences of the user of the mobile
11 phone; and

12 wherein the interactive server component comprises means to pass the one or
13 more video preferences to the video server component.

1 26. (Previously presented) The system of claim 22, wherein the interactive
2 server component comprises means to connect with the phone call associated with the
3 mobile phone through a voice network component; and

4 wherein the interactive server component comprises means to place the phone
5 call associated with the mobile phone on hold; and

6 wherein the phone call associated with the mobile phone comprises user
7 information, and wherein the interactive server component comprises means to search
8 the database with the user information to determine the one or more video preferences
9 of the user of the mobile phone; and

10 wherein the interactive server component comprises means to pass the one or
11 more video preferences to the video server component.

1 27. (Previously presented) The system of claim 22, wherein the interactive
2 server component comprises means to connect with the phone call associated with the
3 mobile phone through a voice network component; and

4 wherein the interactive server component comprises means to place the phone
5 call associated with the mobile phone on hold;

6 wherein the video server component comprises means to send a query message
7 to the mobile phone for permission to play the video at the mobile phone, and wherein
8 the query message comprises an internet protocol address for connection to the video;
9 and

10 wherein the mobile phone comprises means enabling the user to reply to the
11 video server component with permission to play the video, and wherein the video server
12 component comprises means to connect the mobile phone to the video at the internet
13 protocol address through a data network.

1 28. (Previously presented) The system of claim 22, wherein the interactive
2 server component comprises means to connect with the phone call associated with the
3 mobile phone through a voice network component;

4 wherein the interactive server component comprises means to place the phone
5 call associated with the mobile phone on hold; and

6 wherein the video server component comprises means to send a query message
7 to the mobile phone for permission to play the video at the mobile phone, and wherein
8 the query message comprises an internet protocol address for connection to the video;
9 and

10 wherein a voice over internet protocol network comprises the voice network
11 component and a data network, and wherein the mobile phone comprises means
12 enabling the user to reply to the video server component with permission to play the
13 video, and wherein the video server component comprises means to connect the mobile
14 phone to the video at the internet protocol address through the voice over internet
15 protocol network.

1 29. (Canceled)

1 30. (Currently amended) A method of placing on hold a phone call associated
2 with a mobile phone, comprising the steps of:

3 searching, via an interactive server component, a database to determine one or
4 more video preferences of a user of the mobile phone,

5 employing at least one of the one or more video preferences, via a video server
6 component, to play a video from a plurality of videos selected by the user via the mobile
7 phone to play at the mobile phone while the phone call associated with the mobile
8 phone is on hold;

9 ~~The method of claim 29, further comprising the steps of:~~

10 sending a query message to the mobile phone for permission to play the video at
11 the mobile phone, wherein the query message comprises a choice between the first
12 video and a second video, and wherein the first video is stored at a first internet protocol
13 address and the second video is stored at a second internet protocol address;

14 receiving a reply from a user of the mobile phone with a selection of the first
15 video or the second video;

16 employing the selection of the first video or the second video to connect the
17 mobile phone to the first internet protocol address for the first video or the second
18 internet protocol address for the second video;

19 ending a transmission of the first video or the second video at the mobile phone;

20 and

21 taking the phone call associated with the mobile phone off hold when an intended
22 recipient becomes available.

1 31. (Currently amended) A method of placing on hold a phone call associated
2 with a mobile phone, comprising the steps of:

3 searching, via an interactive server component, a database to determine one or
4 more video preferences of a user of the mobile phone;

5 employing at least one of the one or more video preferences, via a video server
6 component, to play a video from a plurality of videos selected by the user via the mobile
7 phone to play at the mobile phone while the phone call associated with the mobile
8 phone is on hold;

9 ~~The method of claim 20, the method further comprising the steps of:~~ obtaining
10 user information of the user of the mobile phone from the phone call associated with the
11 mobile phone;

12 searching a database with the user information of the user of the mobile phone to
13 determine the one or more video preferences of the user of the mobile phone;

14 playing the video at the mobile phone;

15 ending a transmission of the video at the mobile phone; and

16 taking the phone call associated with the mobile phone off hold when the
17 intended recipient becomes available.